

Digital communicative competence:

images & text

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Images

- Creative Commons Licence
- Citing the source - caption
- Number of columns
- View title
- Theme
- Blank spaces - layout
- Images display
- Font size, type and color
- Meaning

Copyright/copyleft issues

Own images



Copyleft – CC – Copyright issues

Conventions for any academic work

-  American Psychological Association conventions
-  Sites that take you to pics with Creative Commons License
-  [Creative Commons](#)
-  More copyright issues... (news item from El Periódico)



[About](#)

Share, Remix, Reuse — Legally



copyright

all rights reserved

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[Everystockphoto](#)

every**stockphoto**

Verbal vs visual language

- Systematicity and coding
- Formal instruction
- 90% info processed is visual

Number of columns
View color / theme
How *else?*

Interpreting images

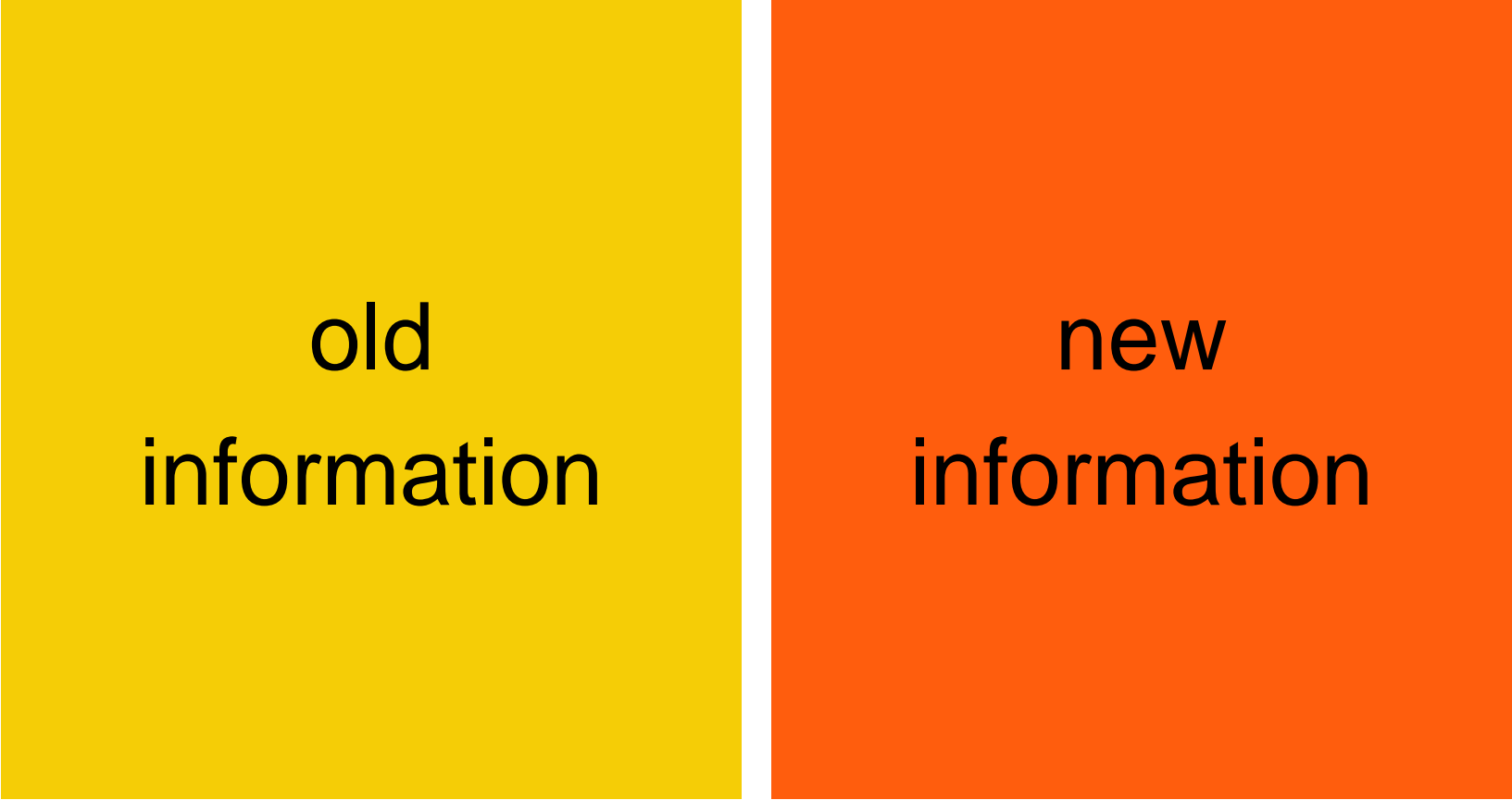
(Sancho Cremades, 2011)

- Iconography: representation and symbolism
- Functional semiotics
- Interactive meaning: contact, distance, p.o.v., modality
- Compositional meaning → text

Compositional meaning: informative value



Compositional meaning: informative value



old
information

new
information

Compositional meaning: informative value



Compositional meaning:

informative value

Ideal world

- General info
- The essence

Real world

- Specific info
- Realistic, practical

Compositional meaning: informative value



Compositional meaning: informative value

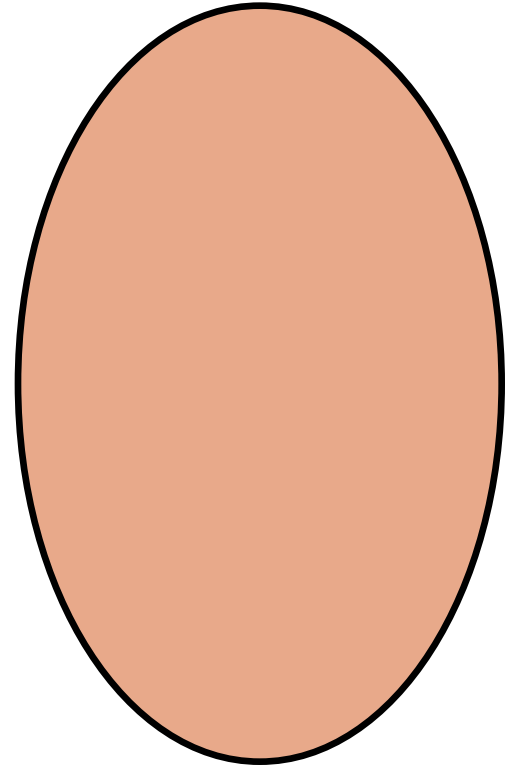
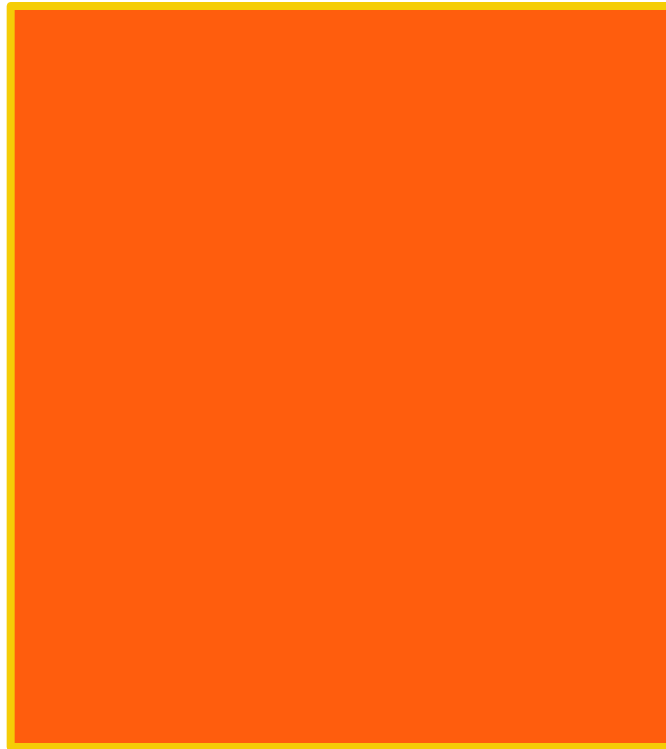
Secondary
info

Core info

Secondary
info

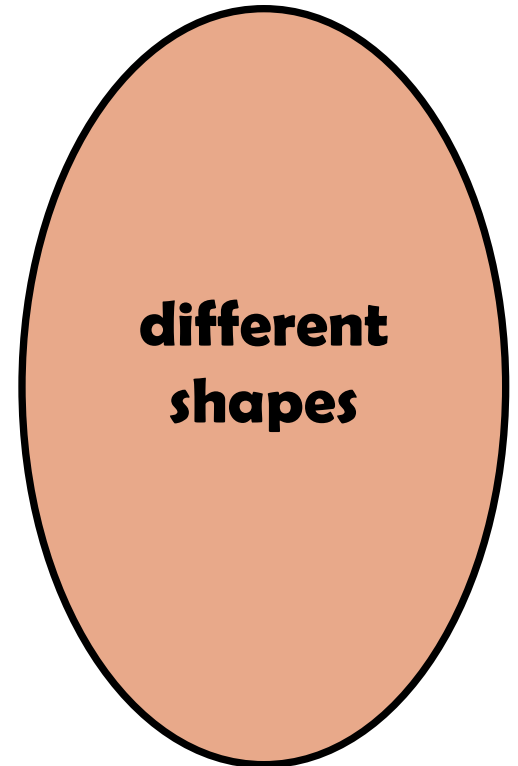
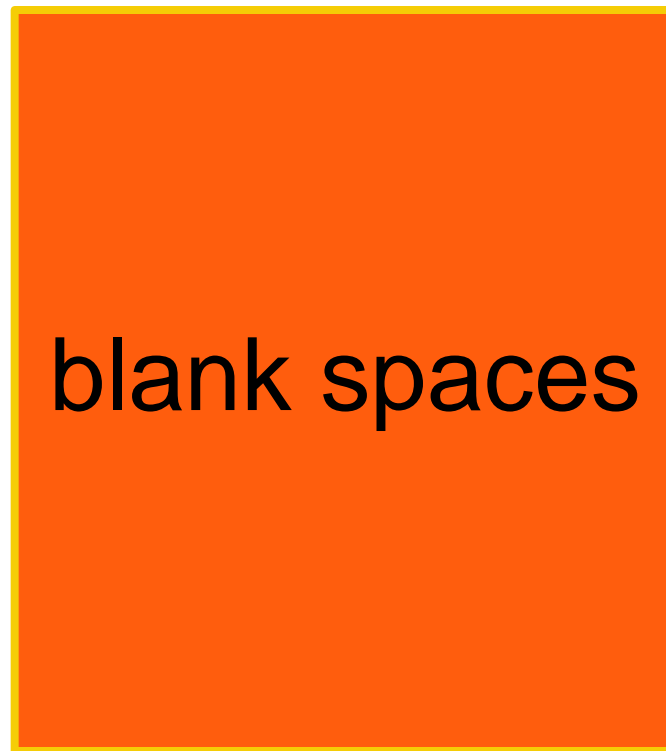
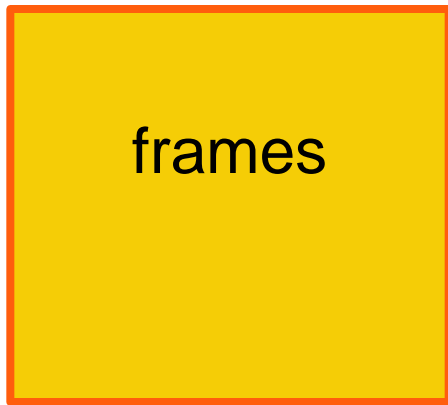
Compositional meaning:

framing



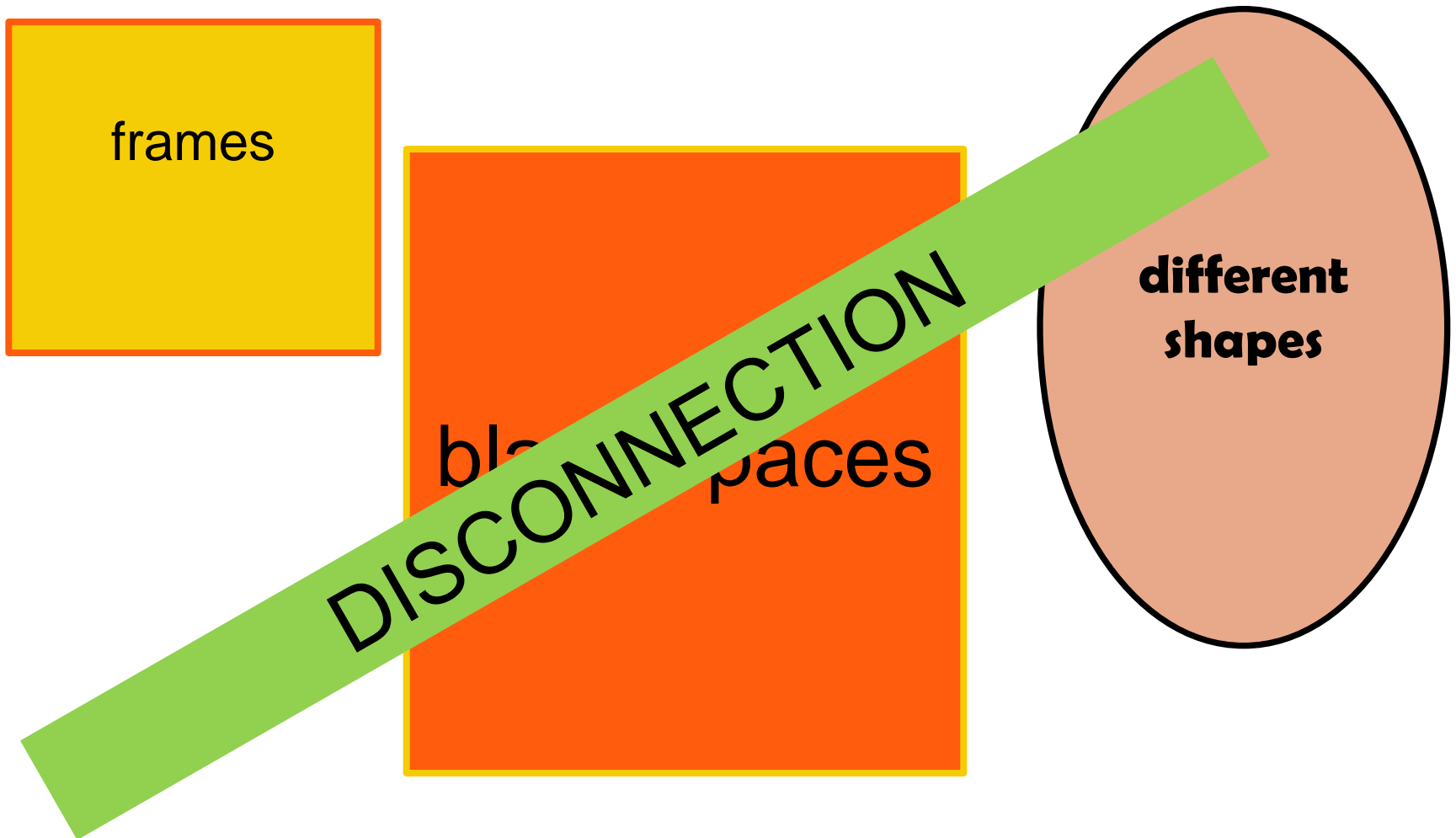
Compositional meaning:

framing



Compositional meaning:

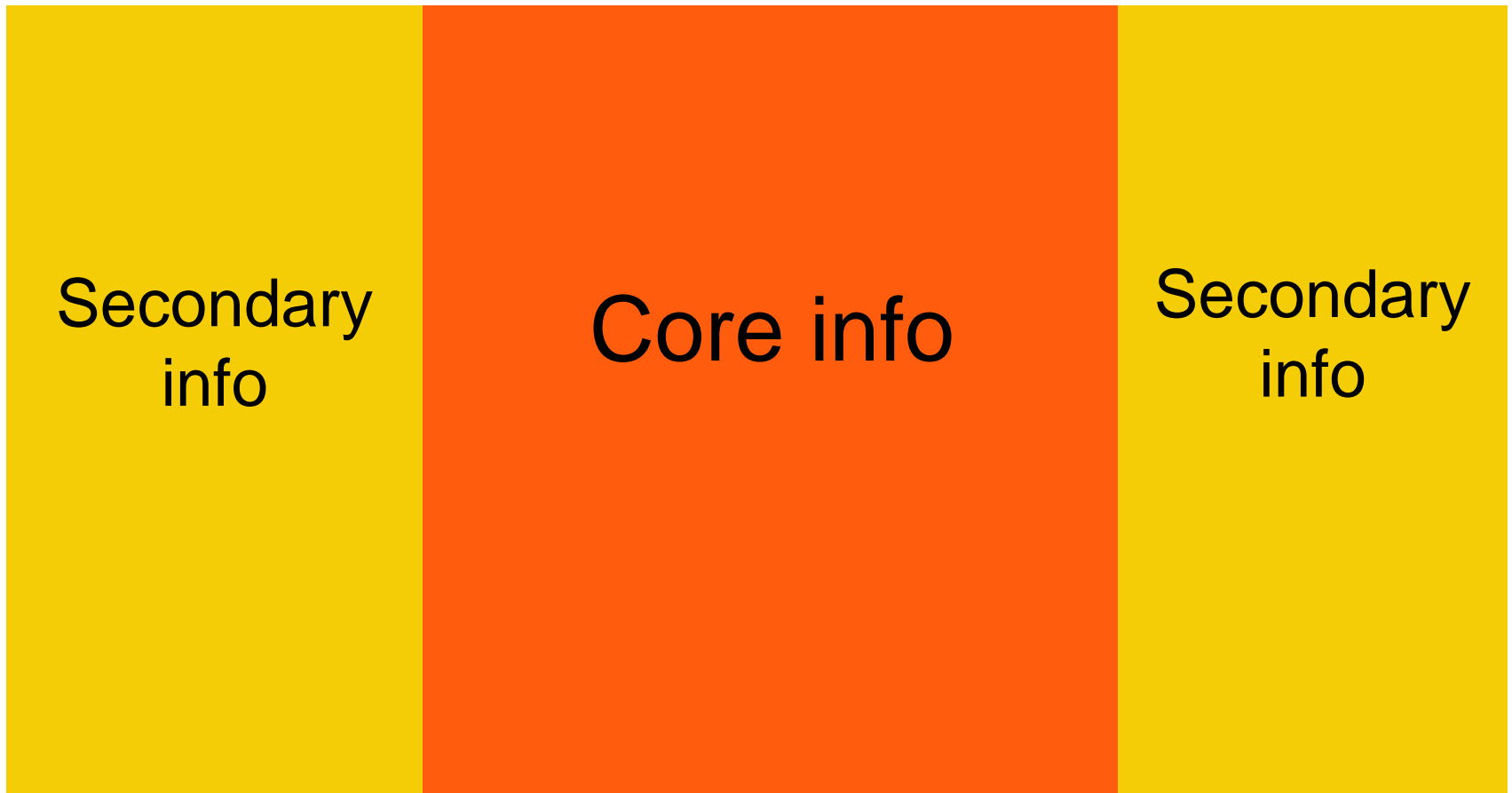
framing



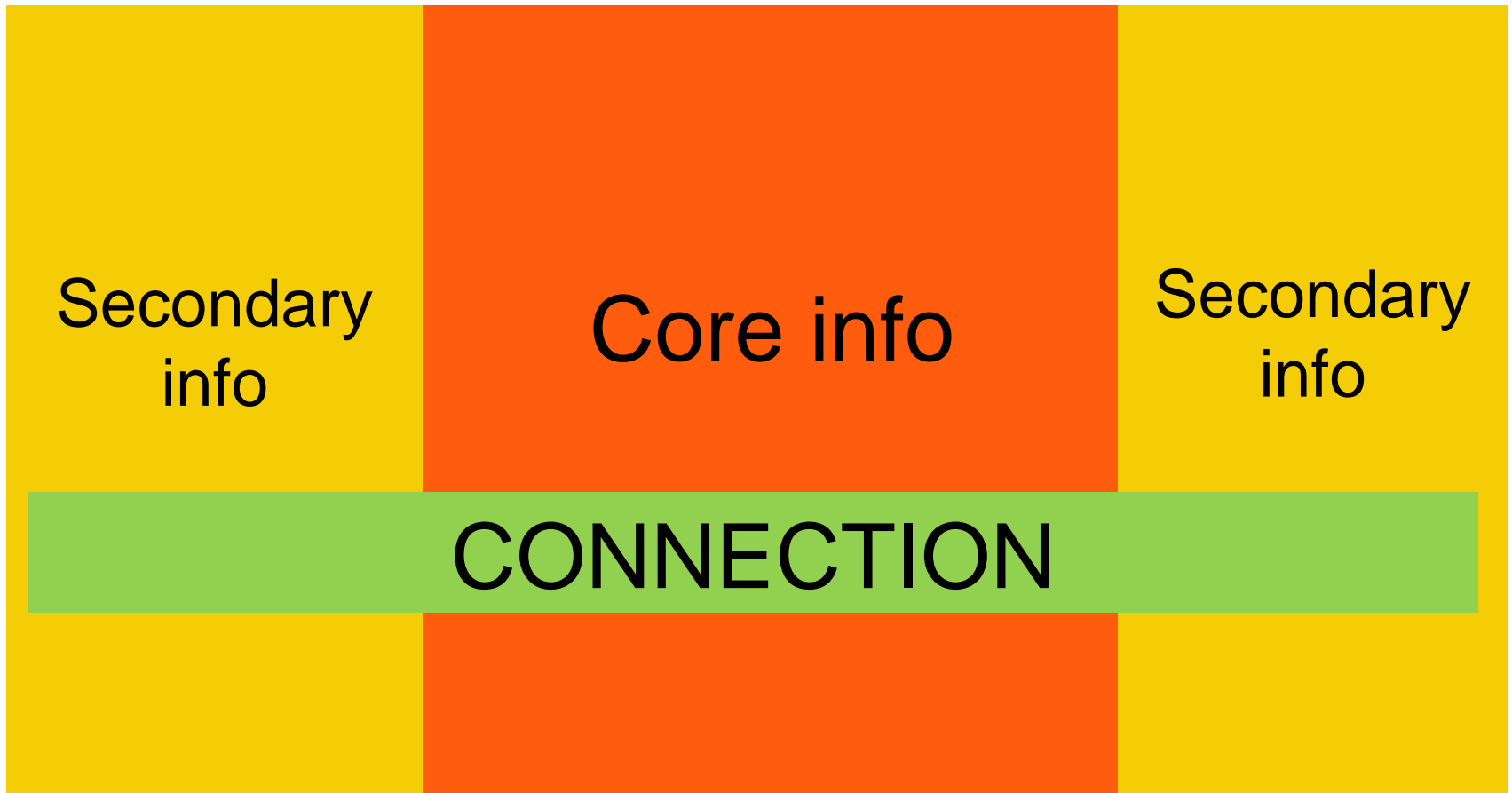
Compositional meaning: framing



Compositional meaning: framing



Compositional meaning: framing



Compositional meaning: framing

Ideal world

- General info
- The essence



Real world

- Specific info
- realistic, practical

Compositional meaning: framing

Ideal world

- General info
- The essence

CONNECTION

Real world

- Specific info
- Realistic, practical

Compositional meaning:

salience



Compositional meaning:

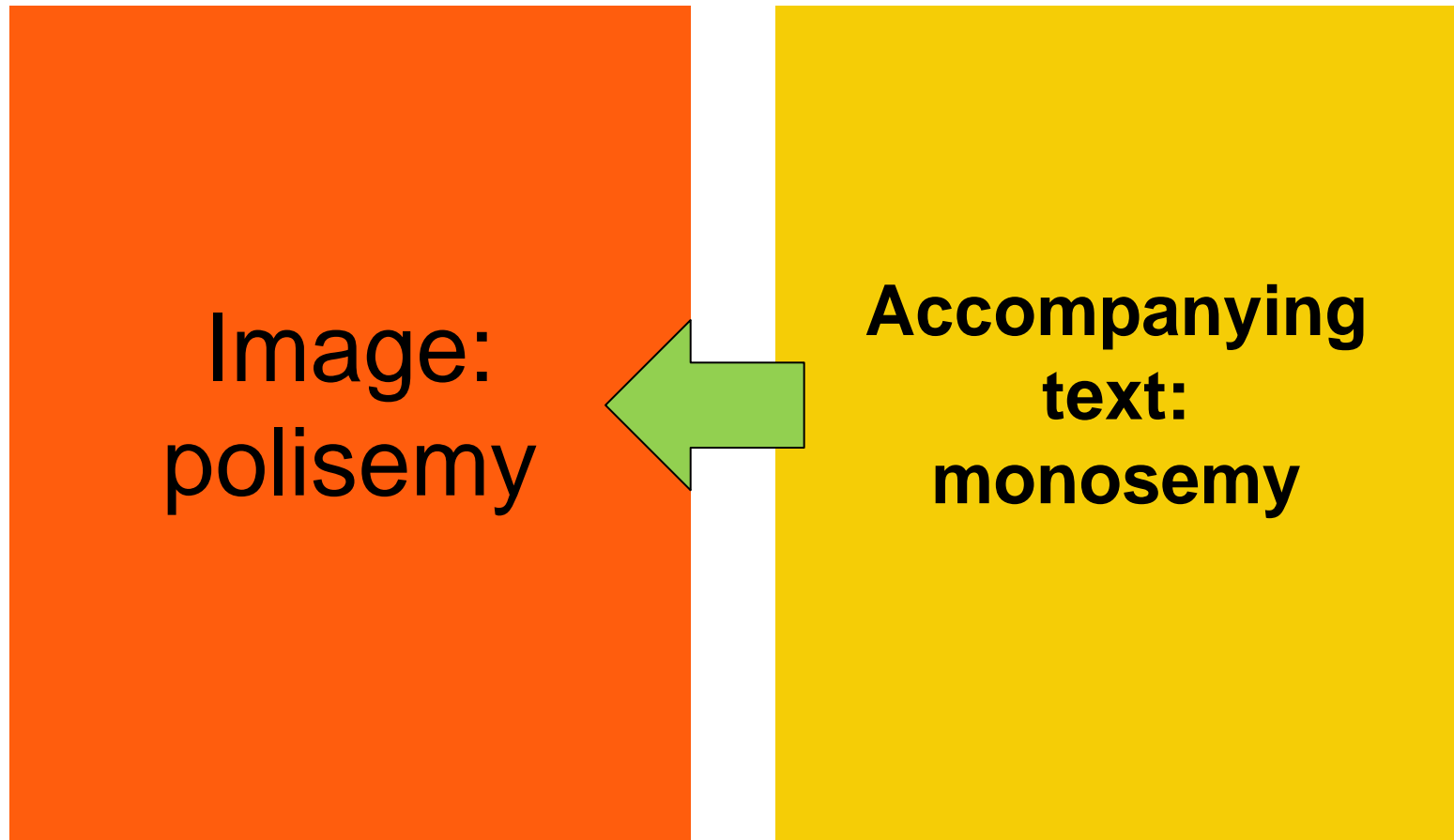
salience

tertiary
info

Bigger size
Color / tones

**Secondary
info**

Interaction verbal and visual language: **anchoring**









1:07 PM - 17 Aug 2018



Gemma

@GegeMM__

Follow



QUÉ BIEN NOS LO PASEMOS EN LO DEL ATENTADO.

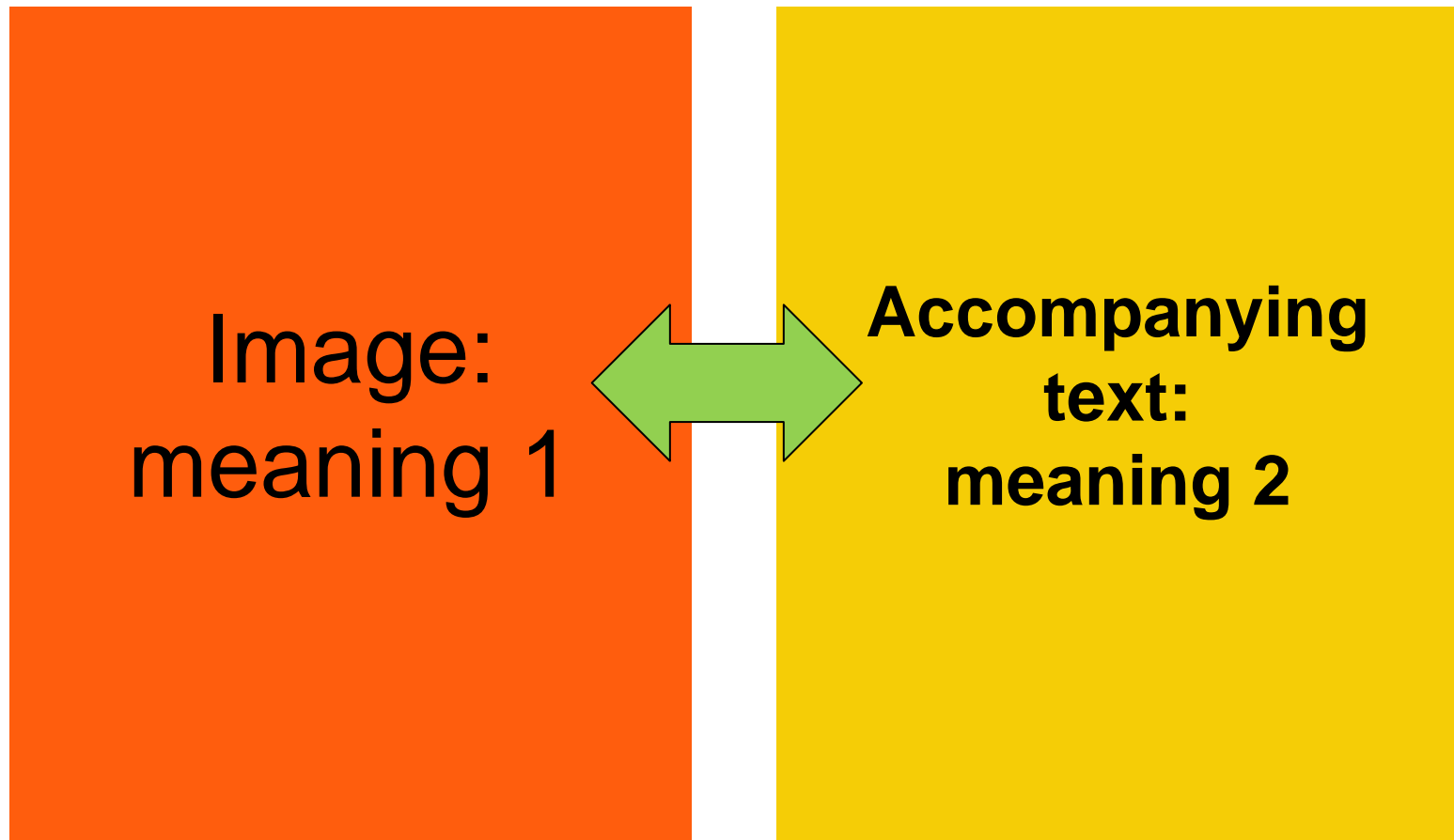
 Translate Tweet



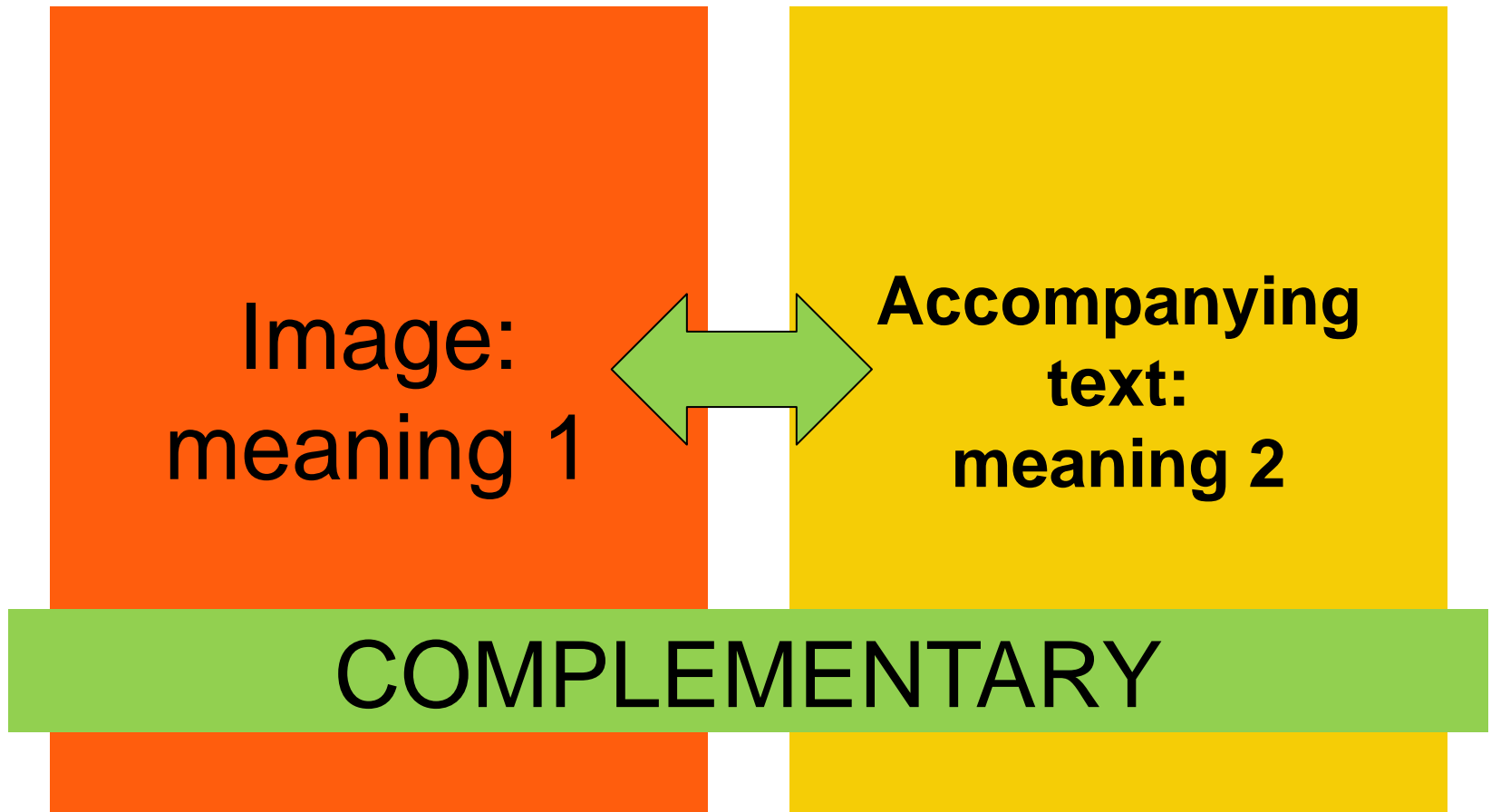
1:07 PM - 17 Aug 2018

Anchorage reinforces the
image with additional text or
imagery

Interaction verbal and visual language: **relay**



Interaction verbal and visual language: **relay**

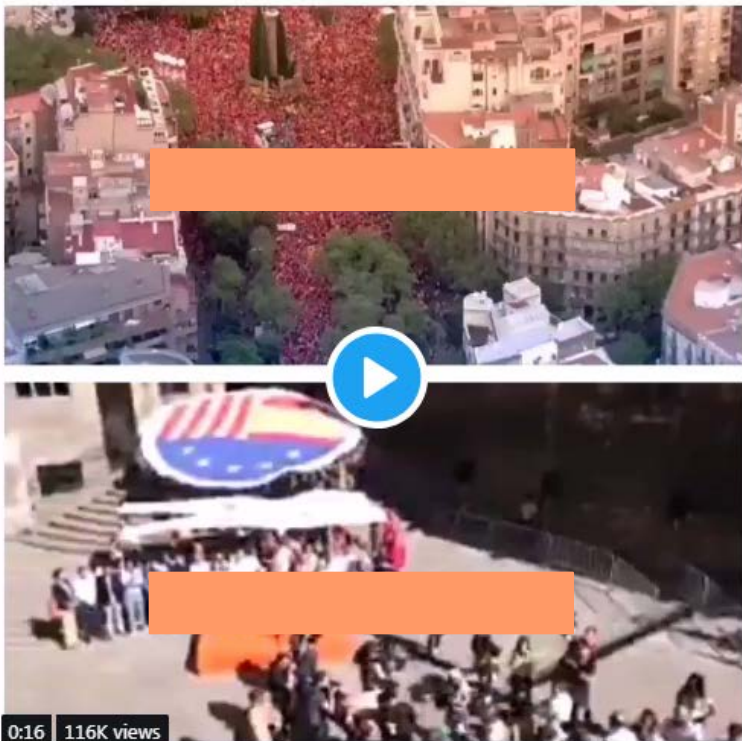




Victor Leonardi B. @VictorLeonardi2 · 17h

#Diada de tots & #Diada excloent
#Diada for everyone & #Diada excludes
#Diada para todos & #Diada excluyente
😬
#Catalunya #catalonia
#Diada2018

🌐 Translate Tweet



BREAKING NEWS:

Post on Facebook





Victor Leonardi B. @VictorLeonardi2 · 17h

#Diada de tots & #Diada excloent
#Diada for everyone & #Diada excludes
#Diada para todos & #Diada excluyente
😬
#Catalunya #catalonia
#Diada2018

🌐 Translate Tweet



0:16 116K views

BREAKING NEWS:

Today at the age of 96, actress, animal rights activist, author, comedian, radio host, singer and television personality Betty White is alive and well. You may carry on now. All is right with the world.





[RETORN A LA RAMBLA | L'ATEMPTAT DE BARCELONA, UN ANY DESPRÉS](#)

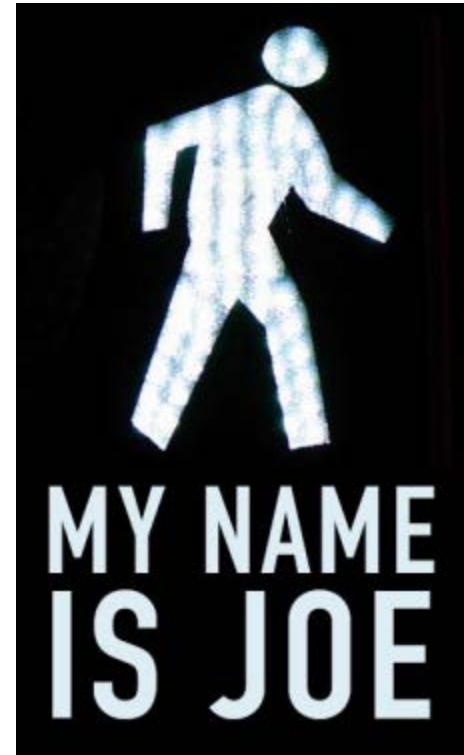
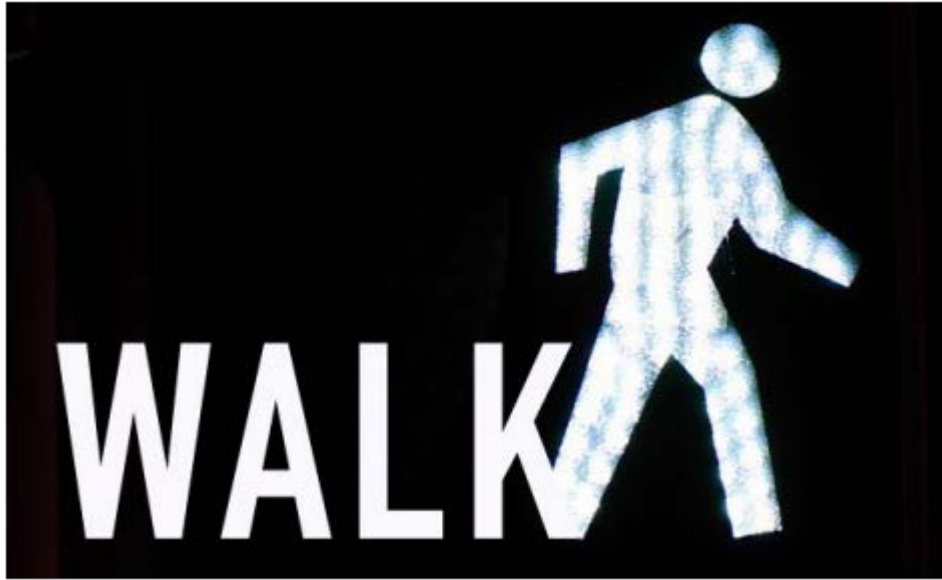
“El silenci era eixordador. Vaig plorar moltes vegades”

Ada Colau, alcaldessa de Barcelona, relata com va viure les primeres hores i dies després de l'atemptat

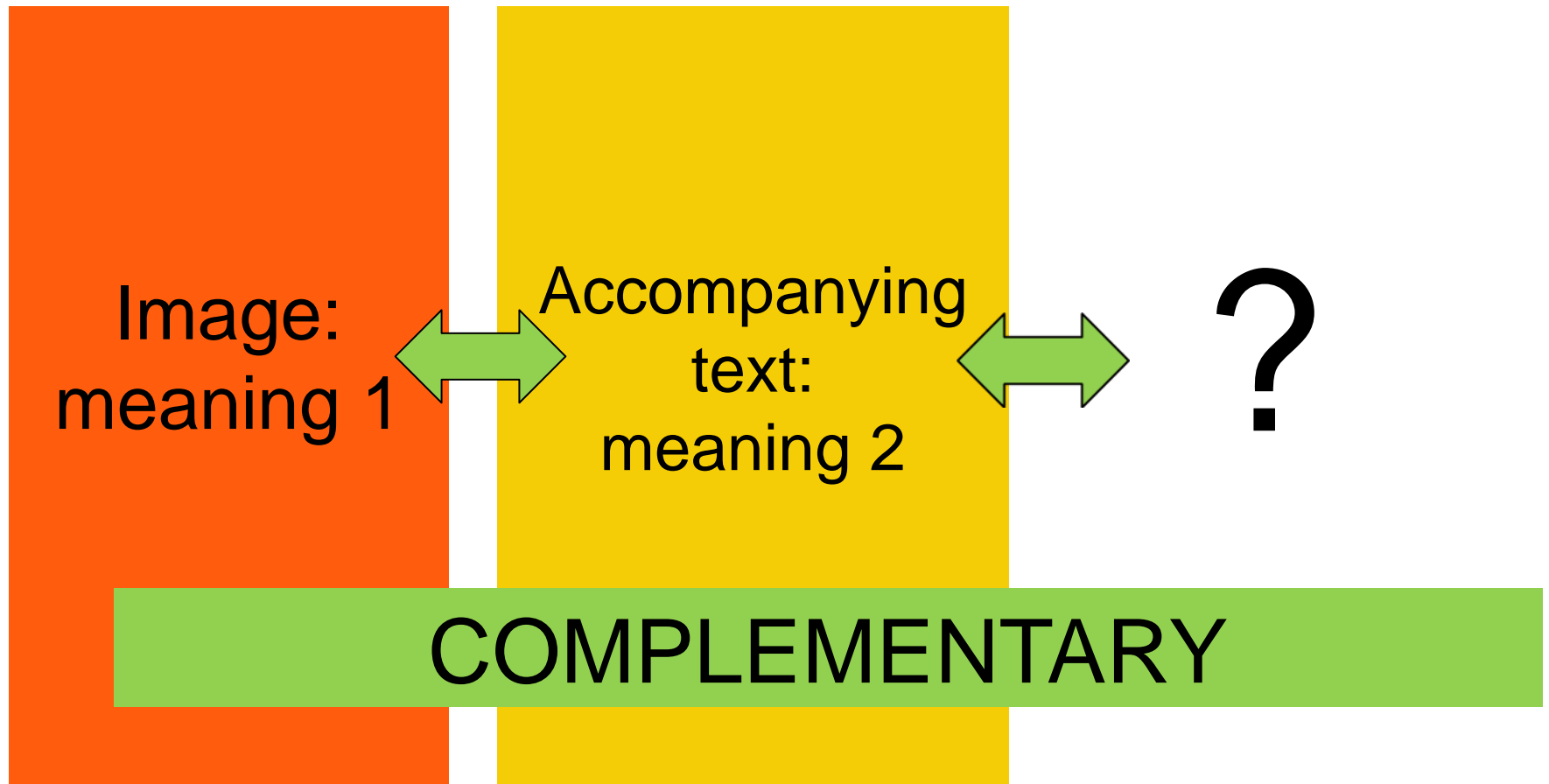
‘Silence was deafening. I cried many times.’



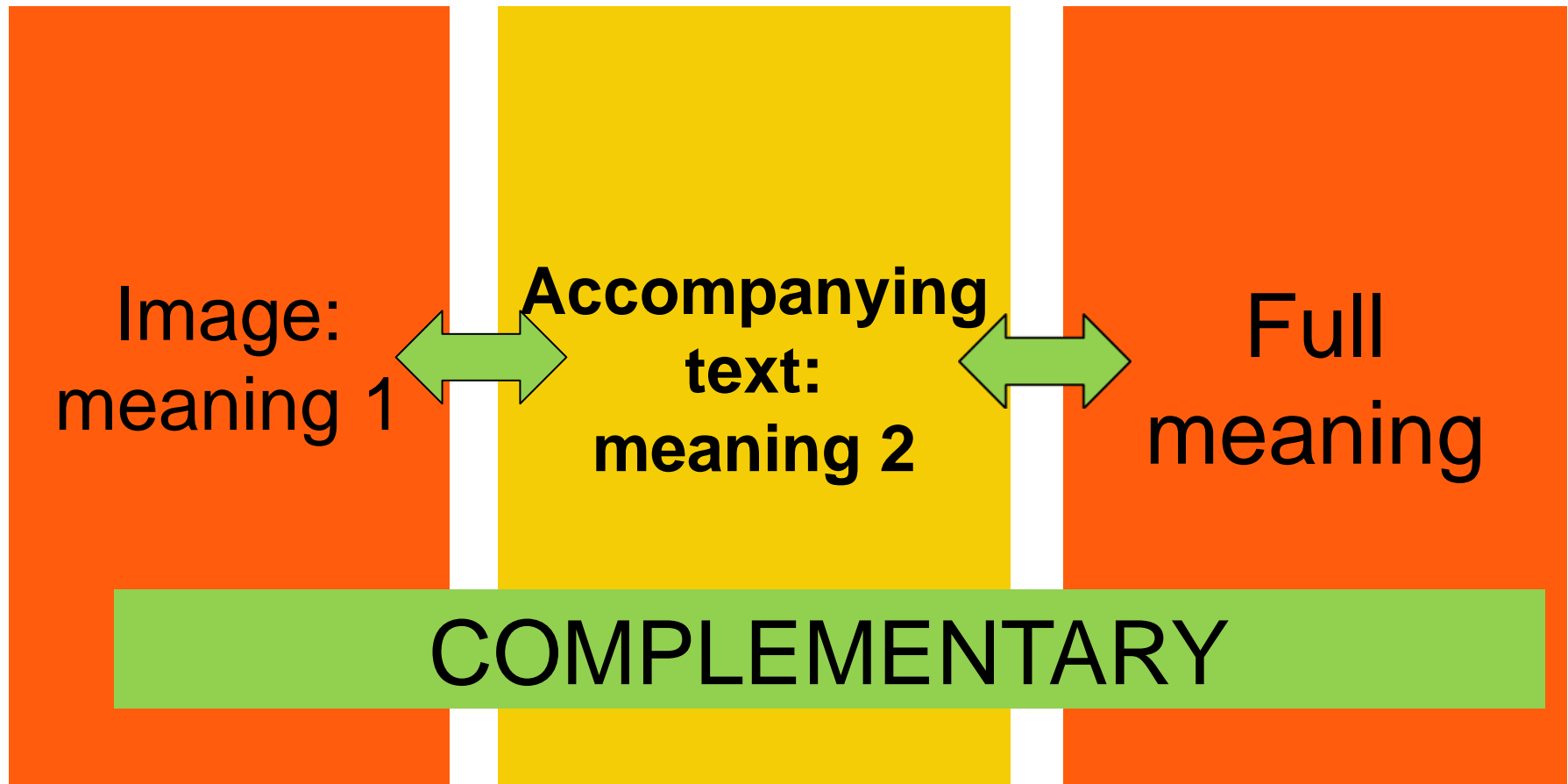
Relay alters the meaning. The text advances the image by supplying meanings not found in the image itself.



Interaction verbal and visual language: **intrigue**



Interaction verbal and visual language: **intrigue**



Interaction verbal and visual language: identification

Image



Text

Interaction verbal and visual language: **narration**



Image

“3 days later”